

ABSTRAK

The purpose of this study was to determine the effect on the value of a company's financial performance and to determine the effect of disclosure of Corporate Social Responsibility (CSR) on the relationship between the value of the company's financial performance. Proxy of financial performance is Return on Assets (ROA), while the proxy firm value is the price to book value (PBV). The sample in this study is a manufacturing company listed on the Indonesia Stock Exchange (BEI) in 2006 -2010. The samples are as many as 34 companies with 170 observations. Analysis of data using multiple linear regression analysis. The results with multiple linear regression analysis showed that the financial performance (ROA) affects firm value (PBV) with sig. t of 0.000. While the analysis for moderating variables indicate that CSR disclosure could affect the relationship between financial performance with the company. This is indicated by the sig. t of 0.004.

Key words: corporate value, financial performance, CSR disclosure